Dean, College of Business - Dr. Garrey Carruthers

- I would give our College convocation an A+. We had good attendance, excellent committee reports, good dialogue, and interesting speakers. I very much appreciate this “shared governance” activity and have recommended our format to other colleges.

- What a proud day for the College of Business when Winnie Lee and Meghan Starbuck received two of the eight awards given at the NMSU convocation. Congratulations to both Winnie and Meghan for being standout performers in teaching and research.

- Kevin and I visited with Jon Blazak and Mark Castelo, students in the College of Business who work at the Roundup newspaper. Jon is the Editor/CEO and Mark is the advertising guy. They want the Arrowhead Center and/or a BA 590 class to help develop a marketing and business plan for the Roundup. I did not know that the Roundup is a $250,000 a year enterprise that is not subsidized by the University. I found it also interesting that the Editor Jon is an Accounting Major. Dr. Boberg and Dr. Sautter have offered their assistance for this project.

- Dr. Ben Matta has retired from the Department of Economics. He joined the Department during the first year of the Abraham Lincoln administration. Actually, I think someone reported that Ben had served the College and NMSU for over 35 years. Have a great retirement Ben and thanks for all you have done for the department, college and university.

- Governor Richardson spoke at the announcement of the Early College High School, which will be built and operated on the Arrowhead Business Park, and at the Las Cruces Chamber of Commerce Luncheon. At both events, he indicated he did not want to cut funding for education (my sense is he means K-12). He also will soon introduce a new program to find 10,000 high school drop outs and get them to return to school to complete their education.

- Please remember to register for the Domenici Public Policy Conference scheduled for September 16th and 17th in Corbett Center.

Associate Dean College of Business – Dr. Kathy Brook
(No report at this time)
**Associate Dean, Research & Economic Development - Dr. K. Boberg**

- Leo Delgado met with Vincent Maria, Executive Director, Department of Labor, Jicarilla Apache Nation to discuss economic analyses of business opportunities available to the tribe.

- Along with representatives from MVEDA, PSL and Mickey Clute, Pam met to discuss combined marketing recruitment strategies for companies in the Arrowhead Research Park, particularly in defense and homeland security.

- Pam Wood met with Boeing representatives who have identified Las Cruces and El Paso as a “strategic community” to discuss opportunities for NMSU and small businesses to collaborate with them on identifying and implementing next generation technologies.

- Tony Burris, Pam Wood, Chris Kientz and Dawn Hommer reviewed 2 ATI applications, Muir Studios and Special Operations Solutions. Both companies have been invited to attend a formal business presentation meeting.

- Conference planning for the 2nd Annual National Security Technology Conference (NSTC 2010) is well underway. The theme is: The Business of National Security Technologies: What you Need to Know to do Business in the National Security Sectors. The conference will have a classified session focused on cyber and infrastructure security.

- Chris Kientz met with Leathershoe Productions and invited the company to fill out an application for the Arrowhead Technology Incubator program.

- Kevin Boberg and Vickie Galindo met with Sam Spearman from the U.S. Department of Commerce Economic Development Administration- Austin Region on Wednesday, August 19, 2009. Mr. Spearman was in Las Cruces to recruit civil engineers for the EDA and was provided with an overview of the Arrowhead Center and a tour of the Arrowhead Business and Research Park.

- Kevin Boberg, Jim Peach, and Vickie Galindo provided information for the NM DOT proposals for stimulus monies for three highway projects in New Mexico. Two of the projects are located in Dona Ana County – the updating of the I-10 and I-25 crossover and the expansion I-10 and NM 404 interchange in Anthony, NM.

**Assistant Dean, Development & Public Relations - Sylvia Acosta**

- Finalizing meetings in California with COB prospects

- Working on BAC meeting
  - Putting together a networking event for the Las Cruces/El Paso/Deming /Alamogordo areas

- Working on Hall of Fame Dinner
  - Have secured major sponsorships still looking for table sponsors
Accounting & Information Systems Department - Dr. Larry Tunnell

- Carlo Mora’s coauthored paper "Evaluation of the Costa Rican Excellence Award for High Quality and Performance" has been accepted for publication at the DSI national conference to be held in New Orleans.

- Carlo Mora was invited as a guest speaker in a workshop on Business Process Management held in San Jose, Costa Rica on July 22. The topic of his speech was Enterprise Systems.

- Students in the College of Business who took BCIS 485 (Enterprise Resource Planning) demonstrated their business savvy in an international competition held during the months of April and May. The team competed against 41 teams from universities around the world that managed a manufacturing company in a simulation game that utilizes SAP software and highlights knowledge of enterprise resource planning (ERP). The NMSU team ranked in the top 25.

- Sherry Mills served as a Member of the Steering Committee for the American Accounting Association’s Conference on Teaching and Learning in Accounting held August 1 and 2, 2009 in New York City.

- Sherry Mills served as a Member of the Teaching and Learning Events Committee, responsible for Coordinating the Continuing Professional Education program, the Effective Learning Strategies Forum Sessions, and at-large teaching, learning, and curriculum sessions for the 2009 annual meeting of the American Accounting Association held August 3-5, 2009 in New York City.

- Larry Tunnell has been elected to the Board of Directors of the Federation of Schools of Accountancy.

Finance Department – Dr. Liz Ellis

- Tim Query attended the Asia-Pacific Risk and Insurance Association Conference. He presented two papers, “Post Hurricane Loss Valuation of Damaged Property” (co-authored with Risa Kumazawa and Mark Yanochik) and “Short-Term Trading Equity Behavior by Property Liability Insurers” (co-authored with Jin Park), and served as a Chairperson for the session on Life Insurance and Annuities.

- Gerson Goldberg attended the Independent Community Bankers Association of New Mexico's Annual Meeting July 30 - August 1. Goldberg explained the various programs that NMSU offers to many bankers as well as attended the sessions.

- At a reception following the College convocation, Maria de Boyrie was awarded the College Professional Service Award and Tim Query was awarded the College Senior Research Award.

- On Tuesday, June 2, 2009, Gerson M. Goldberg was contacted by Gabriel Vasquez, business reporter for the Las Cruces Bulletin, for insights on the effects of the General Motors and Chrysler bankruptcies and the effects on local dealers that would lose their franchises. Goldberg's comments were used in an article that appeared in the June 5, 2009 issue of the Bulletin.
- Dr. Roger Johns was recognized at the Academy of Legal Studies in Business meeting in Denver, Colorado with a 2009 “Distinguished Article” award from the Journal of Legal Studies Education.

**Management Department - Dr. Bonnie Daily**
- Joe Gladstone, Mgt doctoral student completed his term as President of the Management Doctoral Student Association of the PhD Project at the conclusion of their annual conference that preceded Academy of Management (AOM) in Chicago in early August.
- Joe also presented two papers at AOM: Situational Narcissism, co-authored with colleagues from Texas A&M; and Career Self Schemas of Native American MBA students, co-authored with colleagues from University of South Dakota and UMass - Amherst.
- David Boje was mentioned in an article in the Las Cruces bulletin on July 3rd 2009 regarding his work as a facilitator for the upcoming What’s Art Convention Oct. 2-3 in Las Cruces.
- Doctoral students Yasanthi Perera (Mgt) and Pia Albinsson (Mktg) had their article “From Trash to Treasure and Beyond: The Meaning of Voluntary Disposition,” accepted in the *Journal of Consumer Behaviour* for publication in December 2009.
- Michael Banks had his co-authored paper, “Enhancing knowledge transfer in classroom versus on-line settings: The interplay among instructor, student, content, and context,” published in the *Decision Sciences Journal of Innovative Education*, 7(1):123-148. This paper was selected by the editors of DSJIE as the best empirical paper for the 2008-2009 editorial year. Michael will be attending their conference in November, in New Orleans, to accept the award.
- This year Michael Banks received the Best Reviewer award for the Southwestern Academy of Management (Business Policy & Strategy track) conference in Oklahoma City 2009.
- Dr. Terry Adler was an invited speaker at the 2nd Annual Small Business Owners Symposium sponsored by the Arrowhead Center. The symposium was held on July 17, 2009 at the Best Western and he spoke on organizational behavior issues of running a small business.
- Drs. Bishop and Daily presented their co-authored paper, “Commitment and job performance: The mediating role of felt responsibility” at AOM in Chicago.
- Dr. Nalini Govindarajulu (former Mgt doctoral student) and Dr. Daily had their paper, “Exploring the Antecedents of Externally-driven Flexibilities,” accepted for publication in the *Journal of Management Research*.

**Marketing Department - Dr. Pookie Sautter**
- Five of eight of the marketing PhD students successfully completed their degrees in the four year time period. The remaining three are making significant progress. In addition, we welcome a new cohort of eight students this fall to the program.
• The NMSU Marketing Department plans to steal the show at the upcoming Society for Marketing Advances conference in New Orleans. Three co-authoring teams have taken best paper awards in three different conference tracks and one team has been selected as finalist in the Teaching Innovations competition. All teams involved both marketing faculty and doctoral alumnae of the marketing program. Details are included in this report.


• Drs. Pookie Sautter, Pia Albinnson (PhD Alumnus) and Yasanthi Perera (MGT PhD) had their teaching innovation entitled "From Stuff to Shoes: Enhancing Students’ Sensitivities to Marketing’s Role in Society," accepted for finalist presentation in Teaching Innovations competition at the Society for Marketing Advances.

• Dr. Gerald Hampton's paper, co-authored with Drs. Marco, Albinnson and McQuitty, "Marketing Orientation and Professionalism in Higher Education" was published in the Academy of Education Leadership Journal [Vol 13, No. 1 2009]. In July 2009, he attended the Global Business and and Technology Association's 11 Annual Conference held in Prague, CZ and delivered the paper, "Globalization and Social Capital: An Exploratory Study." He also served as a session chair and discussant in two sessions. Jerry also spent the summer in Germany researching Beer Halls and good eating places. A dirty job, but someone has to keep this place a bit cultured.

• Dr. Michael Hyman was awarded the Stan Fulton Endowed Chair. His article entitled “Responsible Ads: A Workable Ideal,” was published in the June issue of Journal of Business Ethics. His article co-authored with Jeremy Sierra (PhD alumnus), entitled “In Search of Value: A Model of Wagering Intentions,” was published in the Summer issue of Journal of Marketing Theory and Practice. A book co-edited with Zhilin Yang (Ph.D. alumnus), entitled A Handbook of Confucian/Chopstick Marketing, was published in July. His paper, co-authored with PhD alumnae Jeremy Sierra, was accepted as best paper in the Advertising/Marketing Communications Track at the upcoming Society for Marketing Advances Conference. Similarly, his paper, co-authored with PhD student Sarita Chaudhury, received the best paper award in the Buyer Behavior Track at the upcoming Society for Marketing Advances Conference. Another manuscript co-authored with Jeremy Sierra, entitled “Adjusting Self-Reported Attitudinal Data for Mischievous Respondents,” was also accepted for presentation at the upcoming Society for Marketing Advances Conference. A co-authored manuscript, entitled “Inactivity and the Dynamics of Relationship Development: A Proposed Model,” was accepted for publication in Journal of Strategic Marketing. A book review for Emotionomics: Leveraging Emotions for Business Success was published in the July issue of Choice. Finally, Dr. Hyman
reviewed a text for Sage and manuscripts for The Open Ethics Journal and Journal of the Academy for Marketing Science.

- Dr. Kelly Tian now holds the Robert O. Anderson Professorship in the college. She has also taken over as the PhD Coordinator for the Marketing PhD program. Dr. Tian has also been invited to serve on the program committee for the 2010 Association for Consumer Research Conference.

- Dr. Bruce Huhmann and his research colleagues presented a paper entitled "Age, Need for Cognition, and Affective Intensity: An Exploration of the Moderating Effects of Individual Characteristics on Advertising Effectiveness" at the 2009 LaLonde Conference in France in June. He also chaired two of the successful doctoral defenses held in the spring and summer of 2009.

- Dr. Michelle Jasso was named track chair for the Academy of Marketing Science Conference in Lille, France. She also chaired the successful completion of one doctoral defense.

- Dr. Collin Payne's paper entitled "Obesity: Can Behavioral Economics Help," co-authored with David Just, published in the Annals of Behavioral Medicine. Another article entitled Which Consumers are Most Responsive to Media Induced Food Scares," co-authored with Harry Kaiser and Kent Messer, was accepted in the Agricultural and Resource Economics Review. Collin received $15,000 in grant funding from the USDA. His article "Is this a Meal of Snack: Situational Cues that Drive Perceptions," co-authored with Brain Wansink and Mitsura Shimiza, was conditionally accepted in Appetite. Collin presented his paper "Nudging Better Choices in School Cafeterias" at the Marketing and Public Policy Conference in Washington DC. His research efforts were also mentioned in articles in recent issues of Shape, Parenting and Magtheweekly.com.

- Dr. Mihai Niculescu joined the faculty this fall after successfully defending his dissertation at the University of Cincinnati this summer.

- Pat Gavin/Jason White and the PGA golf management program have done exceptional recruiting work as evidenced by the largest incoming Freshman class of over 60 students (last year was 43). They continued the outreach to our community work with 2 junior golf camps this summer. 16 NMSU alumnae of the PGA golf management program played in the PGA's National Players Championship. And last, but certainly most important, Pat is preparing and appears well on track for the PGA reaccreditation visit this October.

**Econ Department - Dr. Tony Popp**

- Tony Popp met with J. Michael Patrick to discuss tax implications for added economic activity in various counties across the state. This discussion was a result of a program involving the county agents in the state.

- Tony Popp met with Steve Arnold to discuss alternatives for involving the applied statistics group in providing statistics classes to the College of HSS.

- During the College of Business Fall 2009 Convocation on August 17, 2009, Bill Gould was presented with the Outstanding Graduate Teaching award.
During the NMSU Fall 2009 Convocation held on August 18, 2009, Winnie Lee one of two recipients was awarded the Patricia Christmore Faculty Teaching Award and Meghan Starbuck was one of three recipients awarded the University Research Council Award for Exceptional Achievement in Scholarly Activity, Early Career.

School of Hotel, Restaurant & Tourism Management – Dr. Janet Green  
(No report at this time)

Domenici Institute – Ann Morgan

- I joined the team on July 15, 2009 as Program Manager.

- Preparing for the 2009 Domenici Public Policy Conference to be held September 16, 17, 2009 and recruiting participants. To date we have 165 registrants including students and the target is 450 with at least half in each session to be students. I am spending my time promoting the conference to faculty, staff, students and area communities. Registration for the conference is $25 and students may attend for free.

- I accompanied the Dean on August 17th and 18th as he promoted the conference to the colleges of Engineering, Arts & Sciences, Education and Health and Social Sciences at their fall convocations.